

LIFEBRANDZ LTD
(Company Registration No. 200311348E)
(Incorporated in Republic of Singapore)
("Company")

**PLACEMENT OF 500,000,000 NEW ORDINARY SHARES IN THE CAPITAL OF THE COMPANY AT
S\$0.0036 FOR EACH PLACEMENT SHARE
– APPROVAL IN-PRINCIPLE FROM THE SGX-ST**

Introduction

The Board of Directors of the Company refers to the Company's announcement dated 23 December 2014 ("**Announcement**") in relation to, *inter alia*, the placement of 500,000,000 new ordinary shares ("**Placement Shares**") in the capital of the Company at \$0.0036 for each Placement Share to the Placees ("**Placement**"). Unless otherwise defined, all capitalised terms used herein shall have the meanings ascribed to them in the Announcement.

Further to the Announcement, the Board is pleased to announce that it has today received the approval in-principle from the SGX-ST for the listing of and quotation for the Placement Shares on the Official List of the SGX-ST ("**Approval In-Principle**").

Approval In-Principle

The Approval In-Principle is subject to the following conditions:

- (a) compliance with the SGX-ST's listing requirements; and
- (b) submission of:
 - (i) a written undertaking from the Company that it will comply with Rule 704(30) and Rule 1207(20) of the Listing Manual in relation to the use of proceeds from the proposed placement of shares and where proceeds are to be used for working capital purposes, the Company will disclose a breakdown with specific details on the use of proceeds for working capital in the Company's announcements on the use of proceeds and in the annual report;
 - (ii) a written undertaking from the Company that it will comply with Rule 803 of the Listing Manual; and
 - (iii) a written confirmation from the Company that it will not issue the Placement Shares to persons prohibited under Rule 812(1) of the Listing Manual.

The Company will provide the above undertakings and confirmation to the SGX-ST as required.

The Approval In-Principle is not to be taken as an indication of the merits of the Placement, the Placement Shares, the Company and/or its subsidiaries.

By Order of the Board

Cedric Chong Sien Chern
Director

9 January 2015